



WCPO

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ORDER

Print Date 10/29/12 Page 1 of 2

Flight Dates 10/30/12-11/05/12

Contract / Revision 316190 /

Original Date / Revision
10/29/12 10/29/12

Advertiser Cupp / Republican / OH Sup

Agency Midwest Communications &

Buying Contact

49 S Grant Avenue
Columbus, OH 43125

Product

Candidate. Cupp Campaign Comm

Agency Com 15%

Billing Contact

49 S Grant Avenue
Columbus, OH 43125

Sales Office WCPON

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Cupp For Supreme Court

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Brad Wagner

Account Executive	Order%	Start Date	End Date
Brad Wagner	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	38	\$23,798.94	\$27,998.75	0.00	10/29/12	11/05/12	38	\$23,798.94	\$27,998.75
Totals	38	\$23,798.94	\$27,998.75	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/30/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:15	3	\$227.50	P-1	0.00	NM	3	\$682.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					3	\$227.50		0.00			
N 2	WCPO	10/30/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:15	5	\$585.00	P-1	0.00	NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	MTWTF--					5	\$585.00		0.00			
N 3	WCPO	10/30/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:15	5	\$585.00	P-1	0.00	NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WCPO

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Contract / Revision 316190 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:20:00

Advertiser Cupp / Republican / OH Supl Product Candidate. Cupp Campaign Estimate # Cupp For Supreme Court

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WCPO	10/30/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:15	5	\$585.00	P-1	0.00	NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$585.00		0.00			
N 4	WCPO	10/30/12	11/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:15	4	\$731.25	P-1	0.00	NM	4	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$731.25		0.00			
N 5	WCPO	10/30/12	11/05/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:15	2	\$1,462.50	P-1	0.00	NM	2	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,462.50		0.00			
N 6	WCPO	10/30/12	11/05/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:15	2	\$1,462.50	P-1	0.00	NM	2	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,462.50		0.00			
N 7	WCPO	10/30/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:15	3	\$1,462.50	P-1	0.00	NM	3	\$4,387.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					3	\$1,462.50		0.00			
N 8	WCPO	10/30/12	11/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:15	4	\$1,462.50	P-1	0.00	NM	4	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF-S					4	\$1,462.50		0.00			
N 9	WCPO	10/30/12	11/05/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:15	4	\$146.25	P-1	0.00	NM	4	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					4	\$146.25		0.00			
N 10	WCPO	10/30/12	11/05/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:15	1	\$243.75	P-1	0.00	NM	1	\$243.75
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$243.75		0.00			
N 11	WCPO	10/30/12	11/05/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:15	2	\$146.25	P-1	0.00	NM	2	\$292.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					2	\$146.25		0.00			
N 12	WCPO	10/30/12	11/05/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:15	1	\$243.75	P-1	0.00	NM	1	\$243.75
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$243.75		0.00			
N 13	WCPO	10/30/12	11/05/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:15	1	\$48.75	P-3	0.00	NM	1	\$48.75
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$48.75		0.00			
N 14	WCPO	10/30/12	11/05/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:15	1	\$1,040.00	P-1	0.00	NM	1	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$1,040.00		0.00			
Totals														38	\$27,998.75